第５講　長文総合問題②

ポイント

①情報構造
②コロンの役割
③内容一致の解法

次の英文を読んで，あとの問いに答えなさい。

Before anything can be consumed, or used, it must be purchased. Hence, consumers are buyers of goods and services ― of food, clothing, shelter, electricity, gas, water, and more. Consumerism is a largely 20th-century movement that seeks assurances that what is sold to the public is of good quality. Its objectives are policies and laws that regulate the methods and standards of manufacturers, sellers, and advertisers.

The traditional relationship between buyer and seller is summed up in the Latin *caveat emptor*, meaning "let the buyer *beware." In other words, the buyer is responsible for protecting his or her own interests. Without regulations and standards, the consumer must accept the decisions and practices of corporations, advertisers, and sellers. In a free market economy, competition should guarantee quality; but, in fact, many goods and services are sold by large companies that control most of any particular market and thus are not subject to normal competition. Also, in a modern technological society, the consumer is often unable to choose effectively among competing products: he or she has insufficient information to make a reasonable choice, say, between competing cars, television sets, vacuum cleaners, or

computers.

NOTE

The types of controls that have been set up for the protection of consumers deal with manufacturing and design, labeling and packaging, advertising, and selling methods. Except for manufacturing and design, these controls are regulated by governments.

Of all products, food and drugs are the most controlled by laws. Other products are controlled by standards institutions, of which the best known in the United States is the American National Standards Institute.

The most common complaint about advertising is that it presents misleading, inaccurate, or even untruthful claims about products. In the United States the Federal Trade Commission** can stop advertising it considers misleading. In Great Britain the Department of Trade and Industry has the same powers. Such authority is rarely used, since the advertising industry prefers to control its members voluntarily. However, it is no longer permitted to advertise cigarettes and whiskey on television in the United States.

Labeling and packaging can either inform or deceive. Minimum standards exist for some products, but food and drugs are particularly regulated in this way. Sweden has a special committee, financed by the government, which insists that labels describe the characteristics of a product in plain language. Most other countries are not as strict.

NOTE

Dishonest selling practices are the most difficult to control because many questionable selling practices are not illegal. A smart salesperson may talk someone into signing a contract to buy goods that, upon reflection, the buyer does not want. Many American states and some nations regulate this kind of selling by what is called a "cooling-off" period, during which buyers may get out of sales contracts. Some salespeople lure customers with one article, then persuade them to buy a similar article at a higher price. Although this technique is illegal in some places, actually preventing it is difficult. The one rule that they shouldn't break is selling a product at the advertised price.

Intelligent buying depends on access to information about products. Organizations have been formed to satisfy this need. The Consumers Union, founded in 1936, is probably the best known in the United States because of its monthly magazine Consumer Reports, in which competing products and services are evaluated. The Consumers Union is still independent of both government and industry, depending for its financing on members. There is also an International Organization of Consumers Unions, started in 1960, a group that provides for international cooperation and coordination.

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*beware：用心する

**the Federal Trade Commission：連邦取引委員会

（09　中央大）

NOTE

問　次の１～10 の英文を読んで，本文の内容と合致するものにはＴを，合致しないものにはＦを記入しなさい。

1. Consumerism is a movement that aims to ensure the quality of goods and services through the regulation of their manufacture, sale and promotion.
2. *Caveat emptor* means that the seller has responsibility to guarantee the quality of the goods being sold.
3. In a free market, competition always ensures that the products sold are of good quality.
4. Making intelligent choices about which goods to buy depends on having adequate information about them, but this is not always available to consumers.
5. All the controls that protect the consumers are regulated by governments.
6. Advertising is the main source of reliable information for consumers.
7. The Federal Trade Commission in the United States and the Department of Trade and Industry in Great Britain both often stop misleading advertising.
8. Most countries require the use of simple language on product labels.
9. A cooling-off period is a period of time when buyers can change their minds about purchasing goods.
10. The Consumers Union helps buyers make intelligent decisions by providing information on competing products and services.

NOTE

関東難関私大（MARCH）英語対策講座　復習テスト　　第五回

見出し語や英文に相当する表現を次の①～④から一つ選びなさい。

1. assurance

① 保証　② 好意　③ 参照　④ 想定

2. objective

① 拒絶する　② 支配下の　③ 対象　④ 主体

3. regulate

① 相対的な　② 規制する　③ 達成する　④ 戻る

4. competition

① 会社　② 同情　③ 競争　④ 準備

5. guarantee

① 保証　② 品質　③ 性質　④ 正解

6. authority

① 自動　② 権威　③ 行動　④ 見解

7. 委員会

① compensation　② composition

③ committee　④ conjunction

8. だます

① receive　② perceive　③ deceive　④ conceive

9. 調和

① cooperation　② corporation　③ corporal　④ coordination

10. Consumerism is a largely 20th-century movement that seeks assurances that what is sold to the public is of good quality.

① 消費者保護運動は，大衆に売っていたものの保証を探し求める主に 20 世紀の運動で，質が全てだ。

② 消費者保護運動は，大衆に質の良さを保証する主に 20 世紀の運動だ。

③ 消費者保護運動は，大衆に売っているものが質が良いという保証を探し求める主に 20 世紀の運動だ。

④ 消費者保護運動は，大衆が質が良いと安心できるものを探し求める主に 20 世紀の運動だ。

NOTE

関東難関私大（MARCH）英語　第５講　解答

<解答>

1 − T	2 − F	3 − F	4 − T	5 − F
6 − F	7 − F	8 − F	9 − T	10 − T

<全訳>

何かが消費されたり使われたりする前に，それを購入しなければならない。それゆえ，消費者は，食品，衣服，住居，電気，ガス，水，などの商品やサービスを購入する。消費者保護運動は，大衆に売られるものは良い品質のものだという保証を追求する主に 20 世紀の運動だ。その対象は，製造業者，売る側，広告主の方法と基準を規制する政策と法律である。

買う側と売る側の伝統的関係は，「買う側に用心させなさい」を意味するラテン語の *caveat　emptor* という言葉に要約される。すなわち，買う側は自分の利益を守ることに責任があるということだ。規制と基準がなければ，消費者は企業と広告主と売る側の決定と習慣を受け入れなければならない。自由市場経済では，競争が品質を保証するはずであるが実際は，多くの商品，サービスは，個々の市場のほとんどを支配する大企業によって売られており，それゆえ通常の競争の支配下にはおかれない。また，現代技術社会では，消費者が競合する製品の中から効率よく選べないことがよくある。消費者はたとえば，競合する自動車，テレビ，掃除機，コンピューターなどの中から合理的な選択をするのに，不十分な情報しか持っていない。

消費者保護のために規定されてきた規制の種類は，製造とデザイン，品質表示と包装，広告と販売方法を扱うものがある。製造とデザインを除いて，これらの規制は政府が規制している。

あらゆる製品の中で，食品と薬品が最も法によって規制されている。他の製品は基準を設ける機関によって規制され，その中でアメリカで最も有名なのは米国規格協会である。

広告について最もよくある苦情は，製品について誤解を招く，不正確な，あるいは真実ですらない宣伝を載せているものだ。アメリカでは連邦取引委員会は誤解を招くとみなした広告をストップすることができる。イギリスでは，通商産業省が同じ権力をもっている。そのような権力は，めったに使われない，その理由は，広告業界が自発的に，その規制を好むからだ。しかし，アメリカではタバコやウイスキーをテレビで宣伝することはもはや認められていない。

品質表示と包装は情報を伝えてくれることも，騙すことになる可能性もある。製品

の中には，最低限の基準しかないものもあるが，食品と薬品は，この点においては特に規制されている。スウェーデンには特別委員会があり，政府によって融資を受けているが，品質表示は製品の特徴を簡単な言葉で記述すべきだと主張している。多くの他の諸国では，そんなに厳しくはない。

不正な販売行為は最も規制しづらい。その理由は，多くの疑わしい販売方法が違法ではないからである。利口なセールスマンは説得して，よく考えると欲しくない商品を購入する契約書にサインさせるかもしれない。多くのアメリカの州や他国の中には，いわゆる「クーリングオフ」期間によって，この種の販売方法を規制しているものもある。この期間内なら買う側は購入契約を解約できる。セールスマンの中には，ある品で消費者を誘惑して，似たような品をより高い値段で買わせるものもいる。この技術は一部の場所では違法だが，実際これを防ぐのは難しい。破るべきではない唯一のルールは，広告の値段で売るということだ。

賢い買い物は製品情報を入手できるかに左右される。この必要性を満たすのに組織が設立されてきた。1936 年に設立された消費者同盟は，たぶんアメリカで最もよく知られているが，それは競合する製品やサービスの評価が行われている月刊誌『コンシューマリポーツ』が理由だ。消費者同盟は, さらに政府･業界両方から独立していて，財政は会員に頼っている。また，1960 年に始まった創設の国際消費者機構も存在し，これは国際協力と協調の規定を設けている集団だ。

第５講　重要語彙リスト

1	consume	消費する
2	purchase	購入する
3	shelter	住居
4	assurance	保証
5	objective	対象
6	regulate	規制する
7	sum up	要約する
8	beware	用心する
9	be responsible for	～に責任がある
10	interest	利益
11	corporation	企業
12	competition	競争
13	guarantee	保障する
14	be subject to	～の支配下にある
15	insufficient	不十分な
16	reasonable	合理的な
17	set up	定める
18	regulate	規制する
19	institution	機構
20	complaint	苦情
21	mislead	誤解を招く
22	authority	権限
23	rarely	めったに～ない
24	voluntarily	自発的に
25	label	ラベルを貼る
26	deceive	騙す
27	minimum	最低限の
28	committee	委員会
29	finance	融資する
30	characteristic	特徴
31	strict	厳密な
32	illegal	違法な
33	contract	契約書
34	lure	誘惑する
35	article	商品
36	access to	～の入手
37	evaluate	評価する
38	be independent of	～から独立している
39	cooperation	協力
40	coordination	調和

第５講　音読用白文　①　②　③　④　⑤　⑥　⑦　⑧　⑨　⑩

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復習テスト　解答

< 第五回 >

1. ①	2. ③	3. ②	4. ③	5. ①
6. ②	7. ③	8. ③	9. ④	10. ③